

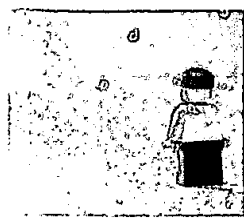
# LEGO® SERIOUS PLAY™

Applications for Organizations,  
Teams and Individuals

Executive Discovery LLC.  
[www.seriousplay.com](http://www.seriousplay.com)

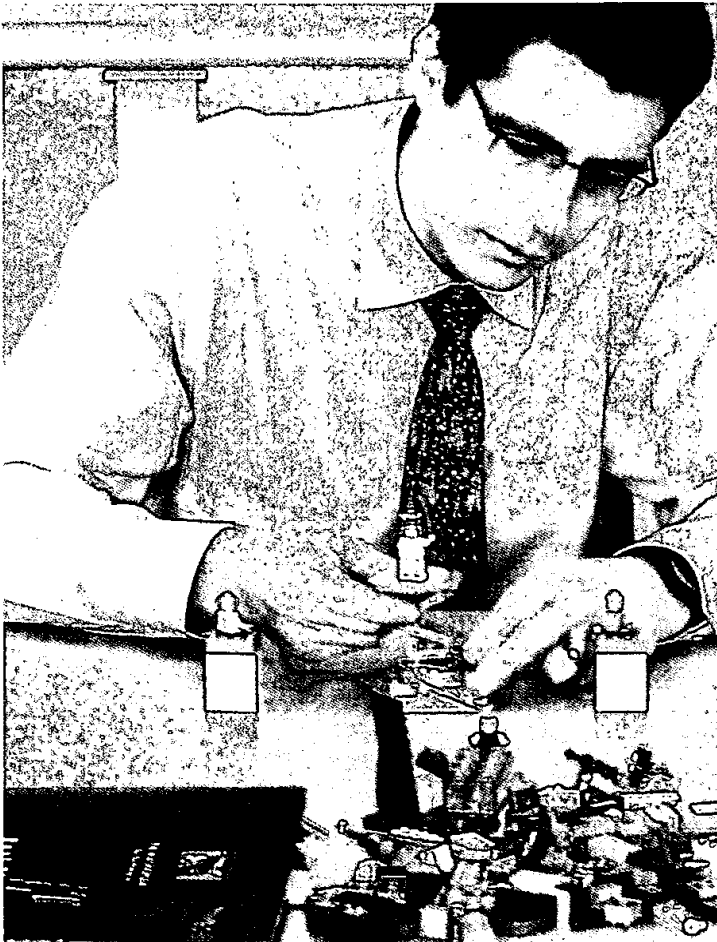


SERIOUS PLAY™



LEGO SERIOUS PLAY is a groundbreaking way to realize, unlock and maximize the

# human potential in your organization.



"The LEGO SERIOUS PLAY experience truly does inspire a group to become more imaginative in both their thoughts and their solutions."

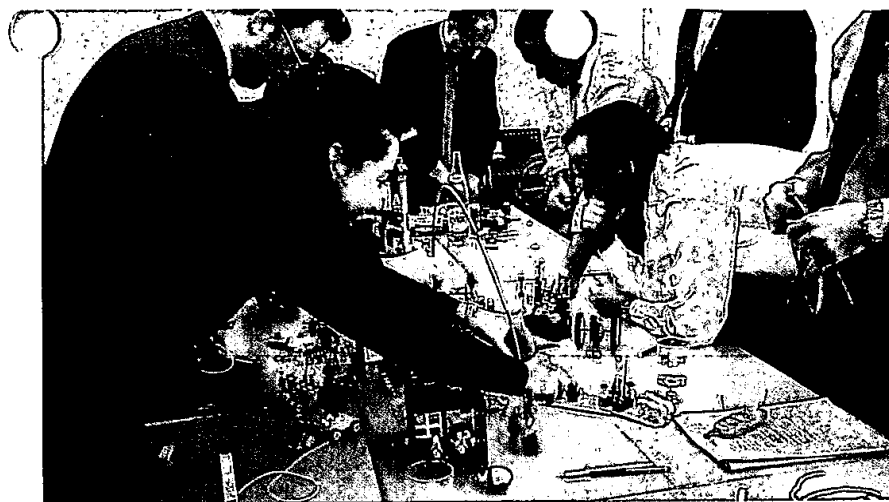
**Lance Saunders**, Sr. Vice President  
Director of Strategic Planning  
Leo Burnett  
Canada

*LEGO SERIOUS PLAY is a highly innovative and powerful methodology based on the belief that everyone can contribute to the discussion, the decisions and the outcome.*

The LEGO SERIOUS PLAY processes release and create individual and team insights and imagination. People gain understanding and clarity regarding the identity and dynamics of their organization. They are empowered to make effective decisions and do so with confidence and commitment.

LEGO SERIOUS PLAY is a highly efficient process. Within just a few days, an organization can have a clear, shared direction with people who are confidently aligned and committed to a course of action. Suddenly, insights have a real impact on the organization.

*Leaders who want to listen, gain insight, and empower everyone in the organization to realize their full potential are ready for LEGO SERIOUS PLAY.*



# Get more out of your meetings.

Think of the many times people meet during the business day to have a conversation –

to solve a problem, brainstorm ideas, initiate a project, develop a team, deal with a crisis or create a new strategy. Regardless of the purpose, it's the people in your organization who have the potential to contribute to the solutions.

They also have

the natural desire to influence and impact the things that are important to them.

Traditional ways of working together do not always offer an opportunity for each person to express critical insights. LEGO SERIOUS PLAY levels the playing field, engaging 100% attention and participation. People use their imagination, share insights, gain confidence in their ability to take action and are more motivated and committed to the shared and common goals.

## **Fully harvest the insight, ideas and imagination available in your company.**

Wise leaders recognize that the only sustainable source of competitive advantage is the experience, knowledge and imagination present in the people of the organization. Too often, it remains simply an untapped capacity.

LEGO SERIOUS PLAY taps into the human ability to imagine – to describe and make sense of the business at hand, to initiate change and improvement, and even to create something radically new. And rather than starting with a “blank page”, LEGO SERIOUS PLAY uses LEGO bricks and elements and a unique process where people “think through their fingers” – unleashing insight, inspiration and imagination.

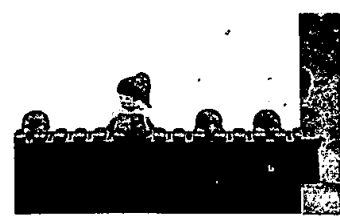
LEGO SERIOUS PLAY is play with a purpose: to achieve specific results, to build strong relationships, to develop new strategies, and to express complex ideas using a concrete tool. The process itself is an art and a science based on extensive research from the fields of business, psychology, organizational development and education.

*Traditional ways of working together do not always offer an opportunity for each person to express critical insights.*

**"It became easy to describe complex relationships in a complex process, enabling rich dialogue respecting the views and values of each team member."**

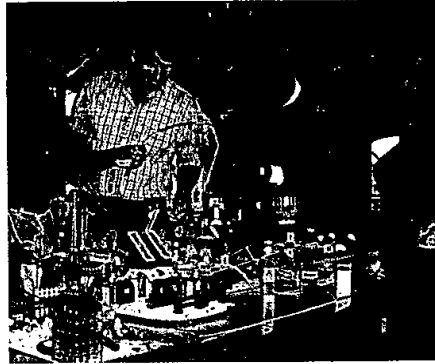
**Dr. Niggi Iberg, People & Communication,  
Roche Pharma Research  
Switzerland**





# Applications for Organizations, Teams and Individuals.

ALL LEGO SERIOUS PLAY workshops are group processes and designed around a relatively limited number of powerful core concepts. These conceptual modules can be configured in multiple ways to best meet your needs.



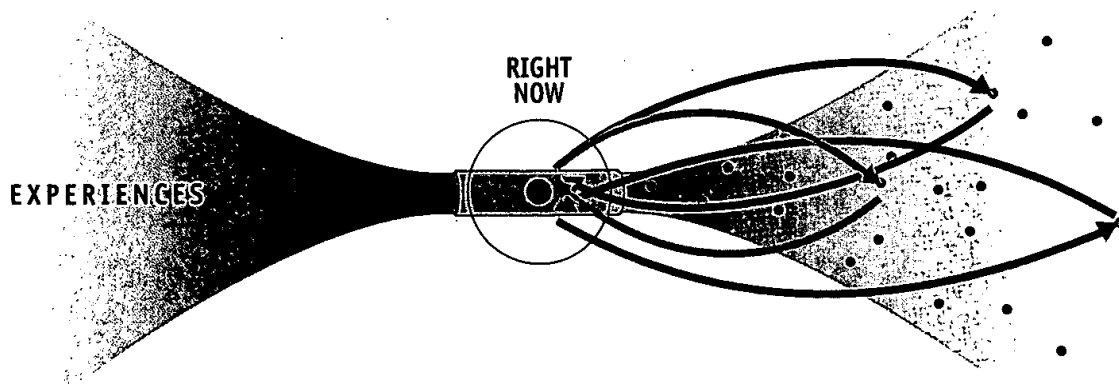
*Real Time Strategy and Real Time Identity are efficient processes that pull both our past experience and our future aspirations into the present.*

**Real Time Strategy** enables organizations to explore the Identity, Landscape and Simple Guiding Principles for their business and establishes the foundation for better decision making now and in the future. It's used when a company desires to act quickly, intentionally and with confidence in any critical situation to deliver better results.

**Real Time Identity** unlocks the potential of teams, building strong bonds, sharpening team insights and creating team commitment. By identifying how each individual team member connects and contributes, individuals learn to leverage their strengths and talents and optimize team performance.

The **Real Time** process begins with the "right now". It draws in relevant parts of the past and integrates this with the future hopes, aspirations and fears of everyone in the room. It is brought to the process in order to find out what can and should be done today. Being better at "now" results in being better prepared for challenges and opportunities in the future.

Traditional business tools typically analyze the past or speculate about the future. The LEGO SERIOUS PLAY products incorporate elements from the past and future and test them in Real Time to achieve improved decision making immediately.



# People create possibilities, solutions and change.

**When you use LEGO SERIOUS PLAY for thinking,  
problem solving and communication:**

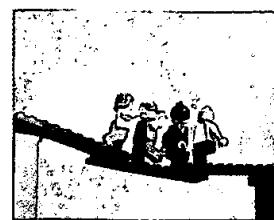
- All relevant insights, knowledge, ideas and imagination will be brought to the table for effectively dealing with the issue at hand
- People involved in the process will feel confident that the outcomes can be implemented and make a real difference for the business
- Results will be durable and have long-lasting benefits for the company

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Executive Discovery LLC, Suffield, CT 06078, USA

Executive Discovery LLC is the corporate entity - associated with the LEGO® Company - that develops and manages the LEGO® SERIOUS PLAY™ brand.

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# LEGO SERIOUS PLAY

## applications for:

- Strategy Making and Implementation
- Change Management
- Scenario Development & Testing
- Mergers & Acquisitions
- Branding
- Teambuilding
- Turnaround & Re-structuring
- Innovation & Product Development
- Market Entry
- Operational Efficiency
- Competitive Analysis

### where a company seeks to:

- Reveal more impactful insights
- Improve decision making
- Find hidden opportunities
- Stimulate entrepreneurship
- Improve project leadership
- Surface hidden issues
- Clarify values, roles, identities
- Integrate new teams and new members
- Resolve conflicts
- Integrate diverse cultures
- Discuss the un-discussable

**LEGO SERIOUS PLAY comes with its own vocabulary – a rich and natural way to communicate, easily understood by all.**

Using unique LEGO bricks, the group participants build models of business or team issues and give them meaning through metaphors and story-making. They collaborate and negotiate to create a shared model.

"What if" scenarios are played out effectively and efficiently, and people share their own understandings of key challenges and opportunities. More insights and information are shared in a shorter period of time than through traditional methods such as flipcharts and whiteboards.

*This hands-on process integrates cognitive, emotional and social aspects to deliver both immediate and long-lasting impact.*



"The brightly colored graphic elements of the model become indelibly etched in the minds of all those who are exposed to this novel depiction of strategy. The resultant benefits of recall are obvious."

**Dr. Steve Bluen**, Director, Human Resources  
SABMiller  
South Africa